



Municipal Marketing

City Council Workshop Presentation – January 7, 2014

- ❑ Opportunity to generate revenue via advertising and/or naming rights

- ❑ Examples:
 - ❑ Sports & Entertainment District
 - ❑ Sports fields, parks, city buildings, city buses, sanitation and recycle trucks, bus shelters and more
 - ❑ City website and city newsletter



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- ❑ Example cities:
 - ❑ Huntington Beach, CA: 10-year agreement for exclusive partnership with Coca Cola for \$600,000 per year to the city and exclusive rights to vending machines and advertising on city property
 - ❑ Mesa, AZ: Advertising on utility bill inserts valued at more than \$250,000 since 2010
 - ❑ Glendale, CA: Advertising on bus shelters valued at \$580,000 over a 10-year period
 - ❑ San Diego: Exclusive beverage and snack vending partner valued at \$1.2 million over a 5-year period



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- ❑ The Process:
 - ❑ Occurs in 2 phases
 - ❑ Both phases require council direction
 - ❑ Costs:
 - ❑ Cost to contract with outside company
 - ❑ Cost for outside company to implement marketing program

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Phase 1:

RFP to contract with professional municipal marketing agency

- ❑ Survey city's assets & determine revenue opportunities
- ❑ 90 to 120 days
- ❑ Cost contingent upon qualified RFP bid
 - ❑ Miami Beach - \$40,000 --- (Population 90,000)
 - ❑ Cary, NC - \$40,000 --- (Population 145,000)
 - ❑ Phoenix - \$75,000 --- (Population 1.4 million)

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Phase 2:

- ❑ Approve list of marketing assets & opportunities
- ❑ Approve guidelines for implementing the program
- ❑ Approve implementation cost (commission based or flat rate)



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Comments & Discussion